

*Additional
Comments
about
The Focal
Encyclopedia
of
Photography*

"...the best general reference work in photography." *Science*

"One of the truly stupendous undertakings in all photographic literature..." *Modern Photography*

"...a truly monumental work... unparalleled as both a reference work and updated how-to-do-it volume.... The scope of the two volumes is fantastic. Practically any question that comes to mind is covered."

United Press International

"The first edition of this extensive work... was described as a 'monumental work... of great and continuing value.' The second edition is even more impressive...."

Journal of the Society of Motion Picture & Television Engineers

Focal Press, Inc.
20 East 46 Street
New York, N.Y. 10017

**ALSO AVAILABLE
FROM FOCAL PRESS**

**Encyclopedia of
High Fidelity**

Edited by John Borwick
six volumes, boxed. \$49.00

A complete reference library on the reproduction of sound. All six books are fully illustrated with diagrams, photographs, and tables, and include indexes and glossaries.

Amplifiers
H. Lewis York. 256 pages, 180 diagrams.

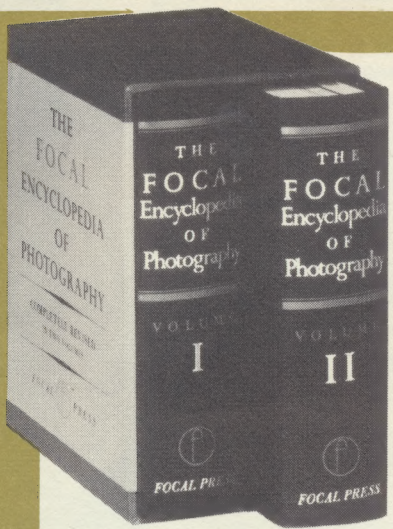
Acoustics
G. W. Mackenzie. 256 pages, 180 diagrams.

Disc Recording and Reproduction
P. J. Guy. 232 pages, 214 diagrams.

Tape Recording and Reproduction
A. S. McWilliams. 288 pages, 256 diagrams.

Radio Reception
H. Henderson. 250 pages, 238 diagrams.

Loudspeakers
E. J. Jordan. 228 pages, 123 diagrams.



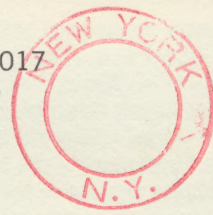
LIBRARY JOURNAL

reports...

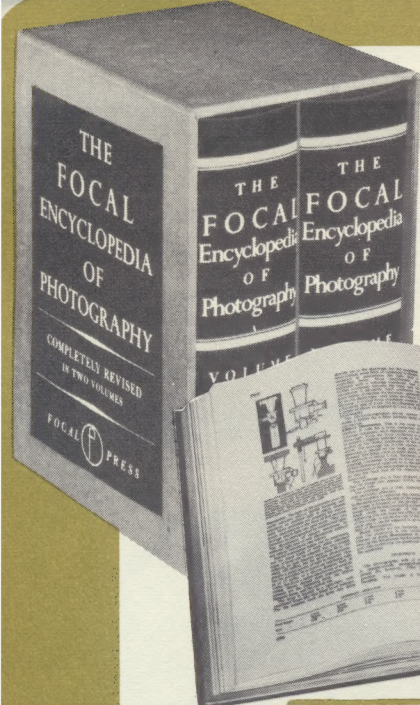
"...I have nothing but praise for this work, with its beautiful illustrations, bibliographies and cross references....

it is worth shelves of the usual photographic manuals."

Focal Press, Inc.
20 East 46 Street
New York, N.Y. 10017
Return requested



Mr. Theodor H. Nelson
Vassar College
Poughkeepsie, N.Y. 12601



The Focal Encyclopedia of Photography 2nd Edition

two volumes, boxed, 1,755 pages. \$39.00

The authoritative source of all photographic knowledge, both theoretical and practical, for professional and amateur, technician and scientist, advanced and beginner.

LIBRARY JOURNAL reports...

"Here is a tripartite work which acts as a dictionary of terms, an encyclopedia of both artistic theory and scientific history, and a practical text where an entry such as 'Abstract Photography' gives the reader the history of the subject, an aesthetic comparison to painting, and various technically detailed methods whereby an abstract photograph can be created by an amateur. This doubling in brass (a reference book cum how-to-do-it text) is highly successful since the facts can be trusted and the explanations and directions are forthright, clear and inclusive. Of importance here is a guide to 15 subject divisions under each of which are listed every major and minor entry in the encyclopedia having any relationship to the topic at hand. Thus the work retains its alphabetical listing while at the same time affording the reader easy access to all materials available on his chosen subject. This second edition has been substantially enlarged by additional text and illustrative material.... I have nothing but praise for this work, with its beautiful illustrations, bibliographies and cross references... it is worth shelves of the usual photographic manuals."

— (Lj, November 15, 1965)

Major Subject Categories

THEORY from the latent image to development, from exposure to sensitometry, from speed to reciprocity, from acutance to solarization.

PRACTICE from camera technique to tricks, from aesthetics to zone focusing, from depth of field to macrophotography, from closeups to parallax, from composition to perspective.

SUBJECTS from abstract photography to zoo pictures; from architecture to travel; from aerial photography, archeology and glamor to machinery, nudes and theater—not to mention portraiture, sport photography, copying, and nearly every other field that interests you.

EQUIPMENT from cameras of today and yesterday to lamps, lenses and projectors; camera features from aperture and automation to shutters and triple extension; accessories from cable release and flash gun to rangefinder, from Polaroid to the Rapid system.

MATERIALS from color to X-ray films, from plastic supports to variable contrast papers, listing all properties, specifications and qualities of films, plates and papers.

PROCESSES from diffusion transfer to xerography, with specially written sections on new photo-sensitive systems: electrophotography, photo-sensitive glass, thermography, image amplification, thermoplastic recording, and many more.

OPTICS from information theory to spread functions, from aberrations to transfer function, from color to vision, from light units to watt-seconds, from coated lenses and lens manufacture to lens testing and performance; lenses from aspheric and anamorphic to retro-focus and zoom.

PROCESSING from chemistry and chemicals to darkroom practice and finishing, from alkalis to wetting agents, from bottles to thermometers.

DEVELOPMENT from contrast and gamma to tanks and timegamma curves, from agitation to reticulation; effects from Albert and Eberhard to Kostinsky and Sabattier; developers from Amidol to warm tone; procedures from electrolytic development to rapid access, from high-speed to web processing, from cold weather to tropical photography.

ENLARGING from papers to print quality, from color printing to transparency materials, equipment from enlargers to printers, from ferrotypes to trimmers; after-treatment from air brushing to toning,

from coloring to waxing, from captioning to retouching, from combination printing to tone separation, from electronic printing to photo-montage, from photo-murals to texture screens.

APPLIED PHOTOGRAPHY in all its general and special fields and techniques which have grown with our technological progress of the last decade—from astronomy to ultrasonic image recording, from electron microscopy to satellites, from aerial survey to photogrammetry and underwater photography, from ballistic pictures and explosions to bubble chambers and nuclear physics; from the realms of science, gamma radiography, and oscillograph recording to medical, endoscopic, dermatological, ophthalmic and radiographic investigation, from police and forensic photography to phototelegraphy and television, from expeditions to polar photography; with the special methods of high-speed from image dissection to Schlieren and spark photography; the procedures from document copying to fluorography, photo-sculpture and photo-drawing, infra-red to ultra-violet, instrument recording to photomicrography, periphery photography to stroboscopic flash, dosimetry to X-ray crystal analysis.

COLOR from materials to measurement, from additive synthesis to tripack, from dye destruction to color temperature, from color printing to separation negatives, from Carbro and Dye Transfer to Technicolor.

CINEMATOGRAPHY AND TELEVISION from animation to Super 8, from cameras to projection practice, from editing to telecinema, from cine definitions to cine film processing, from sound synchronization to tape recording, from high-speed to time-lapse.

GRAPHIC ARTS from half-tone screens to photomechanical reproduction, from masking to process cameras, from phototype to letterpress and lithography, photogravure and silk screen.

INDUSTRY AND COMMERCE from agencies to training, from camera manufacture to shutter making, from reproduction fees to selling photographs, from freelance to professional photography, from careers to education, from research to standardization, from copyright to patents, from emulsion making to lens manufacture, from amateur photography to periodicals, covering countries from the U.S.A to the U.S.S.R.

HISTORY from Daguerre to Land, from albumen paper to zoopraxiscope, from the camera obscura to the vortograph—in fact, **photography from A to Z!**